

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
February 13, 2014
7:45 AM**

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:49 a.m.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Spain
Committee Member Mueller
Committee Member Dull
Committee Member Walker

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director
Christy Murray, Administrative Assistant

Committee Members absent:

Committee Member Klein

Guests

Mayor Nicola Smith

30. Approval of Minutes

30.1 Minutes of December 12, 2013:

Approval of the minutes was postponed because the Committee members in attendance who participated in the December 12, 2013, meeting was insufficient to advance a motion for approval.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

60.1 Committee Member Spain stated that she will be scheduling a presentation of the SCTB annual report to City Council in the near future. She will give a modified version of the presentation to the committee at the next meeting.

Committee Member Spain, as well as Tourism Manager Monroe, will be attending the National Tourism Association conference in Los Angeles, CA and GoWest Summit conference in Tacoma, WA the last two weeks February. Committee member Spain is also hosting a Familiarization Tour in Snohomish County at the end of February and will be attending a Seattle Outdoor Adventure trade show in Canada in March.

Committee Member Dull thanked the Office of Economic Development for reissuing the press release about the record year for the Lynnwood Convention Center in 2013. He informed the committee that the biannual artist's reception will be held at the Lynnwood Convention Center tonight on February 13 and that the event is becoming increasingly popular.

Committee Member Dull inquired about municipal finance training on behalf of a PFD board member. Chairperson Simmonds stated that the Association of Washington Cities (AWC) offers municipal trainings and seminars throughout the year.

70. Resolutions and Action Items

Tourism Promotion Fund Grant Policy

Economic Development Director Kleitsch outlined the salient points of the Tourism Promotion Fund Grant Policy. He pointed out that the County requires applicants to the County Tourism Fund to apply to the City for support. Having a policy in place would allow Lynnwood event organizers to apply to the City and therefore be more successful with the County. Tourism Manager Monroe added that the City has received requests in the last couple years, but there was not an application process in place.

Committee Member Spain stated that the Snohomish County TAC looks favorably on applications that have received support from their local city or community.

Discussion ensued and feedback was provided to staff regarding the reinstatement of the policy, including sustainable events and the importance of having a mechanism in place for submitting an application.

The reinstatement of the City's Festival Fund was also discussed as a way to help fund local community events that are not directly related to hotel occupancy.

Committee Member Dull made a motion to authorize staff to review the Lynnwood Tourism Promotion Fund Grant Policy and make recommendations to the Committee for future discussion and consideration. Committee Member Spain seconded the motion. The motion passed unanimously.

80. Staff Reports

80.1 2013 Lynnwood Lodging Metrics

Tourism Manager Monroe provided an overview of the metrics report as outlined in the packet. She reported that overall, metrics show improvement over 2013. She explained the increases may be due to Lynnwood's proximity to Seattle and the high occupancy and room rate Seattle is currently experiencing, Lynnwood's quality lodging options, increases in convention business, sports teams and youth visiting the area. Business

travel is also up. She announced that for the first time in several years, Lynnwood is growing at a stronger rate than Snohomish County.

Spending is below budget due to hiring the Administrative Assistant in June rather than January, and the contract for website redesign occurred later in the year than anticipated. Operational expenditures are anticipated to track closer to budget in 2014.

80.2 Director's Report

Director Kleitsch reported that Loren Simmonds was appointed as the liaison to the TAC/LTAC by Council. Julie Horrigan, who filled LTAC Position 3, has left the Embassy Suites and is ineligible to serve as a committee member. The search is underway for a new hotelier as well as a restaurateur.

Director Kleitsch reported that the City of Lynnwood will be preparing the FY2015-2016 budget in the next couple months.

The Lynnwood Tourism website redesign is nearing completion and launch of the new website is anticipated in April 2014.

90. General Discussion

Committee Member Dull asked for clarification on the difference between the RevPar and the overall lodging tax revenue distribution. Discussion ensued on possible reasons for the difference and how the metrics are collected. Staff is aware of the situation and is monitoring the metrics.

Committee Chair Simmonds requested copies of the updated tourism collateral for each Council member.

100. Adjournment

The meeting was adjourned at 8:59 AM

Next Meeting

The next TAC meeting is scheduled for March 14, 2014.